



Health, Science & Nonprofit
Communications/Public Relations

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For Immediate Release

TARTAGLIA COMMUNICATIONS WINS TOP-TIER MEDIA RELATIONS AWARD

NEW YORK, NY - June 3, 2010 – Tartaglia Communications has received a coveted 2010 Bronze Anvil Award of Commendation from the Public Relations Society of America (PRSA) for superior performance in the design and execution of an individual public relations tactic within a broader public relations campaign. Winners of the award were recognized during the 2010 Silver Anvil Awards Evening held June 3 at the Equitable Tower in New York.

Tartaglia received the award for its media relations campaign, “Hot Quark Soup Stirs Up Global News Coverage.” The firm worked with the U.S. Department of Energy’s (DOE) Brookhaven National Laboratory to get top-tier media to cover a complicated science story. The announcement of new physics findings from the Lab’s Relativistic Heavy Ion Collider (RHIC) reinforced positive perceptions of RHIC’s international leadership role in nuclear physics.

Leveraging partnerships with scientific organizations, Tartaglia and Brookhaven Lab secured coverage that put RHIC/Brookhaven at the forefront of scientific discovery, showcased DOE, and spotlighted a path forward for RHIC. Coverage included thousands of traditional outlets, and tens of thousands of blog posts, “retweets,” and YouTube viewings.

“Winning this award provides validation of our work from peers in the public relations community,” said Dennis Tartaglia, president, Tartaglia Communications. “We are very proud of our accomplishments on this project, and thrilled to be able to help publicize science of this caliber.”

The Bronze Anvil Award of Commendation was created by PRSA in 1969 to recognize outstanding public relations tactics — the individual items or components that contribute to the success of an overall program or campaign. Awards of Commendation are possible in 65 categories and subcategories, including Media Relations, Newsletters, Web Sites, Feature Stories, Press/ Media kits, Podcasts, Word-of-Mouth and Blogs.

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“The Bronze Anvil Award of Commendation annually identifies public relations plans and campaigns that demonstrate sound, well-conceived communication actions or tactics that are extraordinary in scope and implementation,” said Tanya Morah, APR, 2010 Bronze Anvil chair and associate professor of communications at Wilberforce University. “This award celebrates some of the best tactical practices of the public relations industry and a job well-done.”

Bronze Anvil entries are judged by teams of PRSA members — and others who have specific category expertise — across the country. Up to two Bronze Anvil Awards of Commendation may be earned in each category or subcategory. No Award of Commendation is bestowed in those categories where the judges feel the entries do not rise to standards set forth for the award by PRSA.

With more than 31,000 members, [PRSA](#) is the world’s largest organization of public relations professionals and students. PRSA is comprised of 111 local [Chapters](#) organized into 10 geographic [Districts](#); 16 [Professional Interest Sections](#) that focus on issues, trends and research relevant to specialized practice areas, such as technology, health care, financial communications, entertainment and sports, and travel tourism; and the [Public Relations Student Society of America](#) (PRSSA), which has more than 300 [Chapters](#) at colleges and universities in the United States and abroad. PRSA is headquartered in New York.

Tartaglia Communications is a full-service public relations firm that specializes in developing strategic communications solutions for health, science and nonprofit organizations of all types and sizes. The firm was established to provide the personalized service, high-level strategic insight, and results-oriented approach that organizations in these sectors need to achieve their communications objectives in a cost-effective manner. Firm principals Dennis and Sheila Tartaglia draw on more than 25 years of experience and an extensive network of contacts to deliver customized programs that help clients reach their business, policy and educational objectives. Please visit www.TartagliaCommunications.com, or contact us at info@TartagliaCommunications.com or (732) 545-1848.

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